

Comprehensive Transit Strategy for Milwaukee

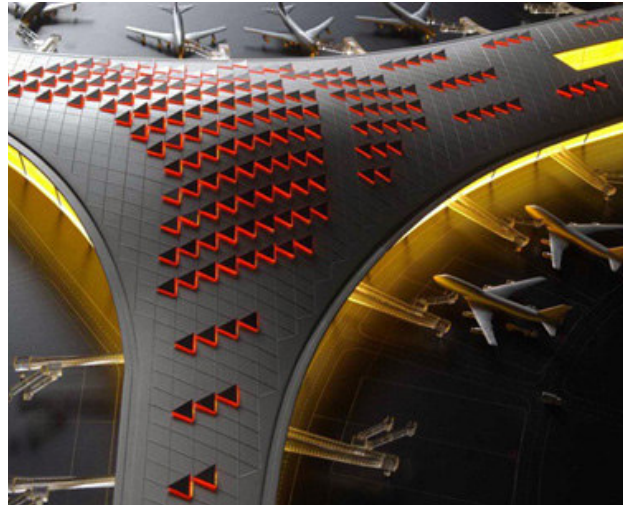


Global Cities: Culture and History



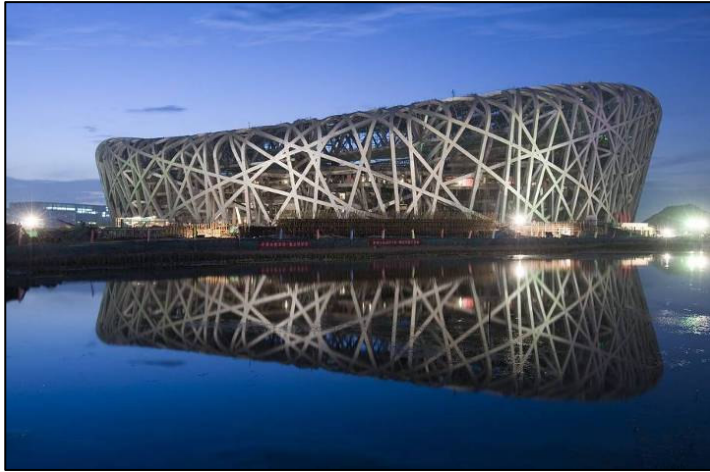
**Milwaukee has
world class
cultural
institutions and
festivals, as well
as a rich history**

Global Cities: Dynamic Economy



**Milwaukee's
corporations
compete on a
global scale**

Global Cities: Great Architecture



**Milwaukee has
great architecture
that has received
international
acclaim**

Global Cities: Mass Transit



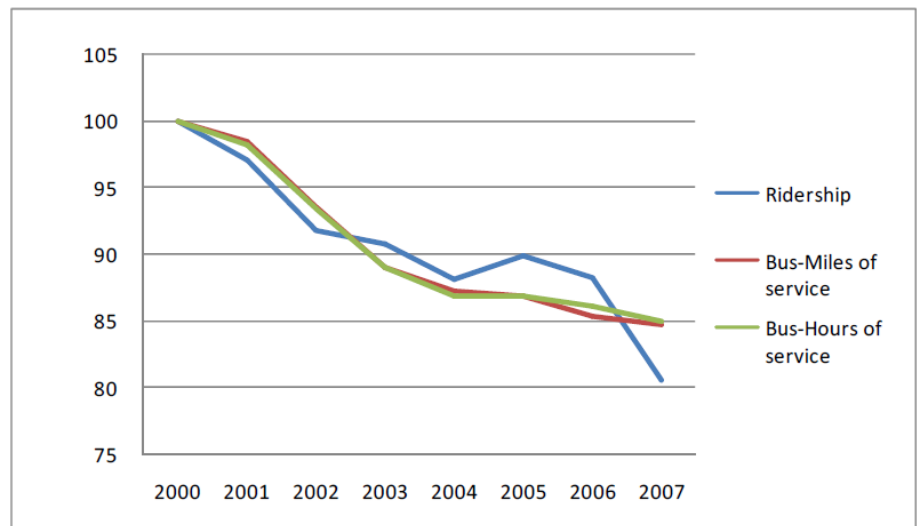
**Yet Milwaukee's
transit
infrastructure has
not progressed to
keep us globally
competitive**

Milwaukee County Transit System

- Over \$15 million annual shortfall beginning in 2010
- Service cuts
- Fare increases
- Aging fleet
- Lean operations

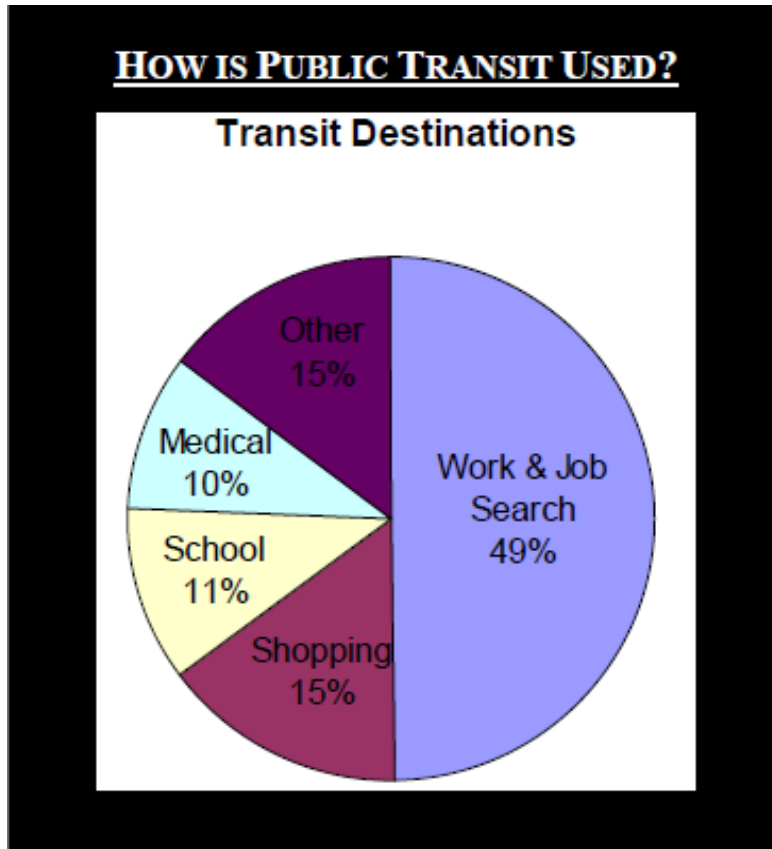


MCTS Fixed Route Bus Service Reductions and Ridership Declines (indexed), 2000-2007



Source: MCTS and Public Policy Forum

Regional Transit Authority

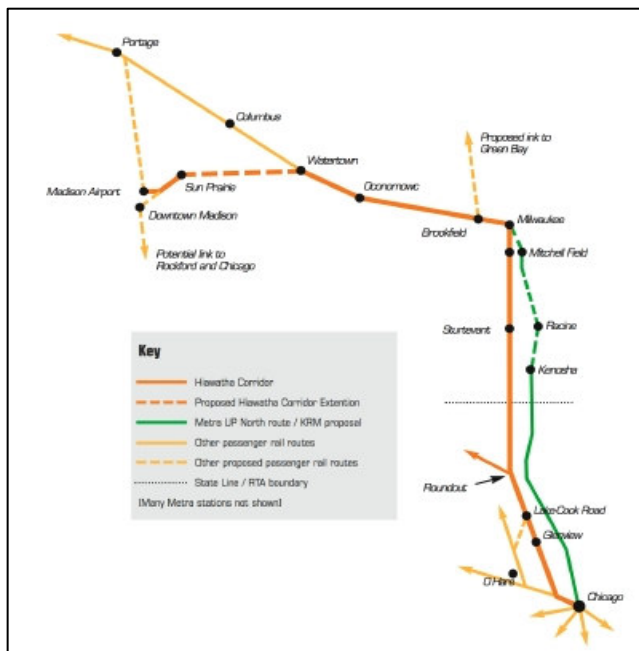


Source: Southeastern Wisconsin Regional Transit Authority

- Dedicated funding source for transit
- Regional cooperation among transit systems = access to more job opportunities
- Important to the stability and growth of transit in Milwaukee

Transit Systems in Study

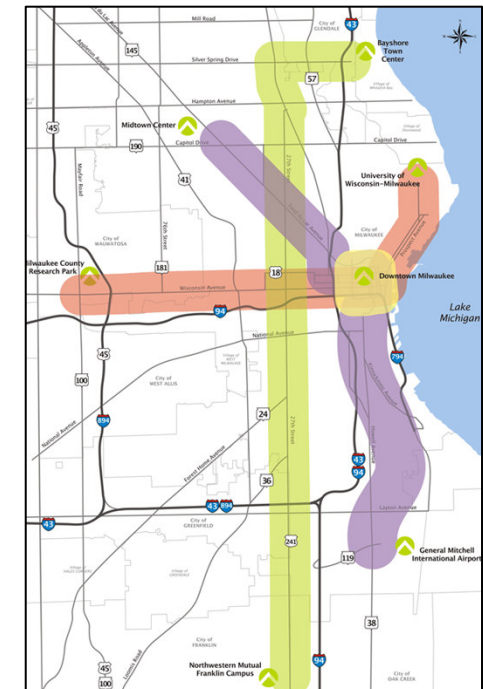
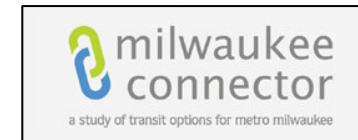
1. Midwest Rail Initiative:
High-speed rail connecting
Milwaukee with Chicago,
Madison and other major
Midwestern cities.



2. KRM: Commuter rail
connecting Milwaukee with
Racine, Kenosha and other
suburbs.

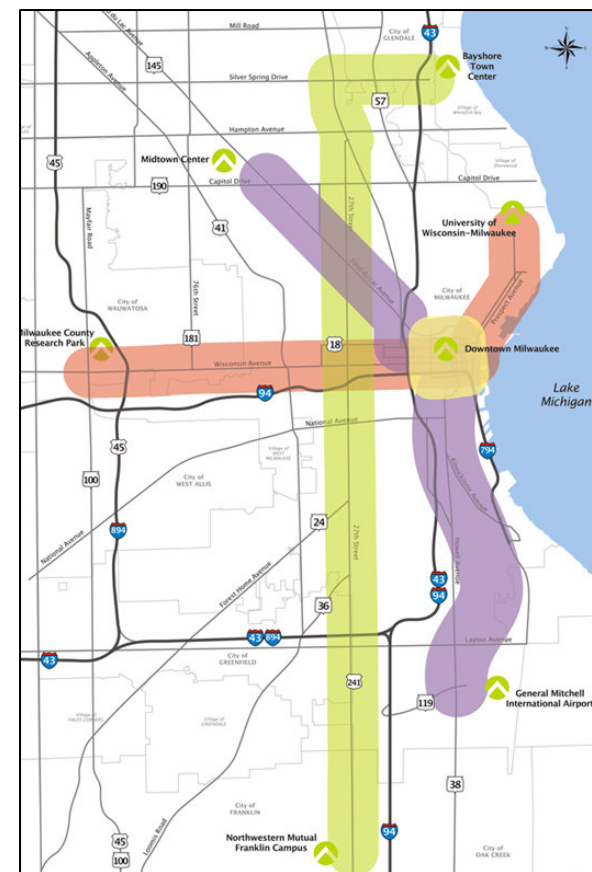
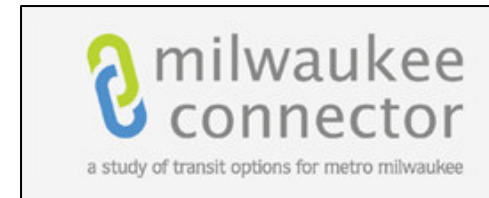


3. Milwaukee Connector



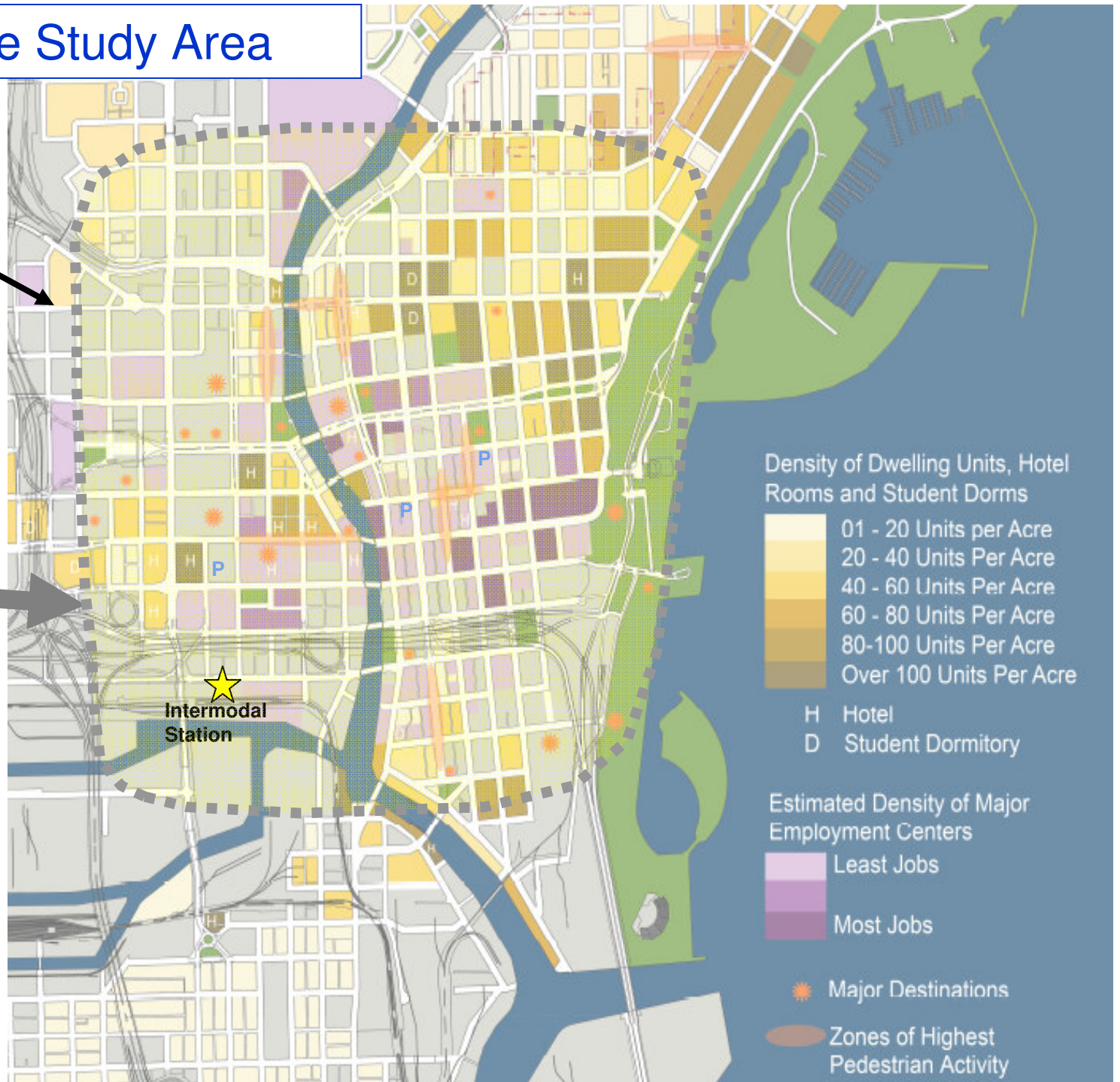
Milwaukee Connector Background

- The Connector Study (ongoing)
- Public meetings held in February 2009
- 60/40 split of \$91.5M by Congress in March 2009
 - \$54.9M for Downtown Streetcar
 - \$36.6M for Bus Rapid Transit



Streetcar Route Study Area

Study Area



What is a Streetcar?

- Fixed rail system – modern vehicles fit in urban environments
- Stations/stops – every 1 -3 blocks
- Operates in right traffic lane, preserving majority of on-street parking
- Quiet, electric power source
- Frequent service: 7-12 minutes during peak periods
- Higher vehicle capacity than a bus
- Examples: Portland, Seattle, Tacoma



Streetcar Case Studies



Portland Streetcar

System Length:	2.4 mile initial line, now 4.0 miles
Year Opened:	2001-07
Daily Riders:	12,300 (Fall 2008)
Average Distance Between Stops:	1/5 miles (2 blocks)
Frequency of Service:	12-15 minute headway



Seattle South Lake Union Line

System Length:	1.3 miles (track miles: 2.6)
Year Opened:	2007
Daily Riders:	1,500 (Fall 2008)
Average Distance Between Stops:	1/5 miles (2 blocks)
Frequency of Service:	15 minute headway



Tacoma Link

System Length:	1.6 miles (track miles: 2.4)
Year Opened:	2003
Daily Riders:	2,900 (2008)
Average Distance Between Stops:	1/4 miles (3 blocks)
Frequency of Service:	10 minute headway

Objectives for Streetcar System

The Milwaukee Streetcar system will be a world class, cost-effective and environmentally-friendly transportation alternative that:

- **Improves transit mobility** to and between key residential, employment, and activity centers
- **Supports the goals of the Downtown Plan** and Comprehensive Neighborhood Plans
- **Promotes economic development** and creates predictability for future growth
- **Attracts ridership** due to quality of service, enhanced signage, route predictability and reduced travel times
- **Is easily expandable** as demand dictates and funds become available
- **Integrates with existing and future transportation options**
- **Encourages pedestrian activity**

Goals for Starter Streetcar System

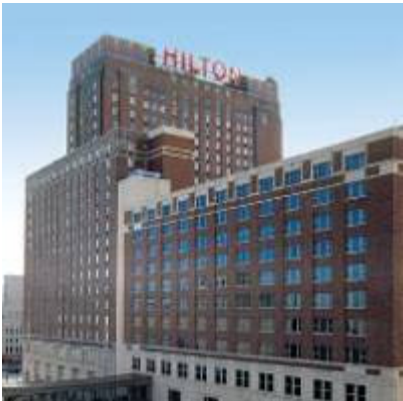
The main goals of the starter streetcar system are to:

- **Improve Transit Utilization** in the City of Milwaukee
- **Connect Intermodal Station** (Amtrak, KRM, high-speed rail and regional bus service) with the central business district, key destinations and attractions

Additional goals:

- Connect major parking garages with attractions
- Serve most major downtown traffic generators
- Promote new development (transit-oriented development)
- Serve high-density residential areas
- Follow simple and easy to understand route
- Create a system that can easily expand to nearby neighborhoods and destinations

Who Will Use the Starter Streetcar System?

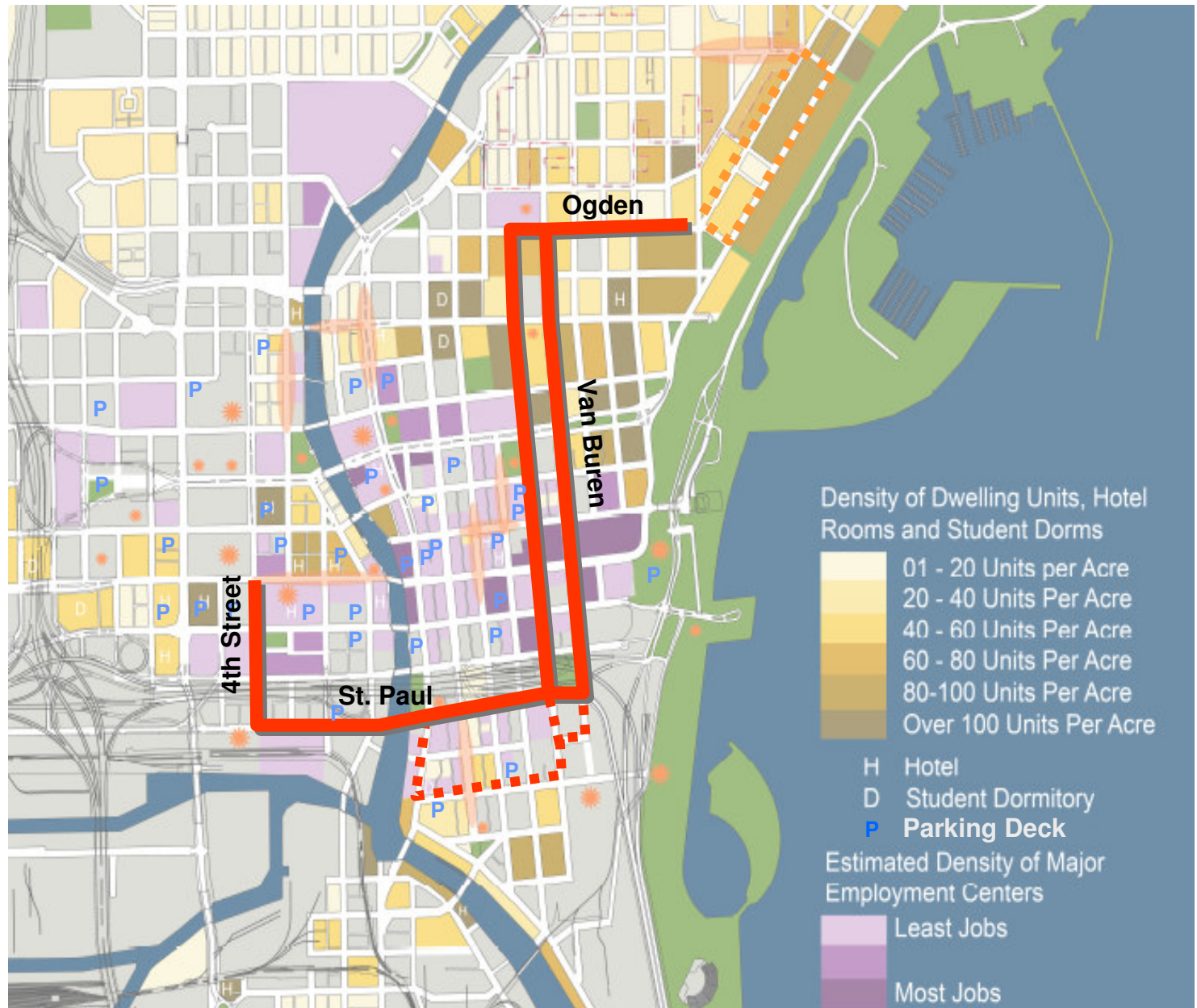


- Over 1 million annual passengers at Intermodal Station
- 77,500 daily downtown employees
- 5,500,000 annual downtown visitors
- 726,500 annual hotel stays
- 14,900 downtown residents (and growing)

Streetcar Alignment # 1

Ogden/Prospect to
4th/Wisconsin Route =
2.33 miles

- ■ ■ = sub-option
- ■ ■ = possible extension

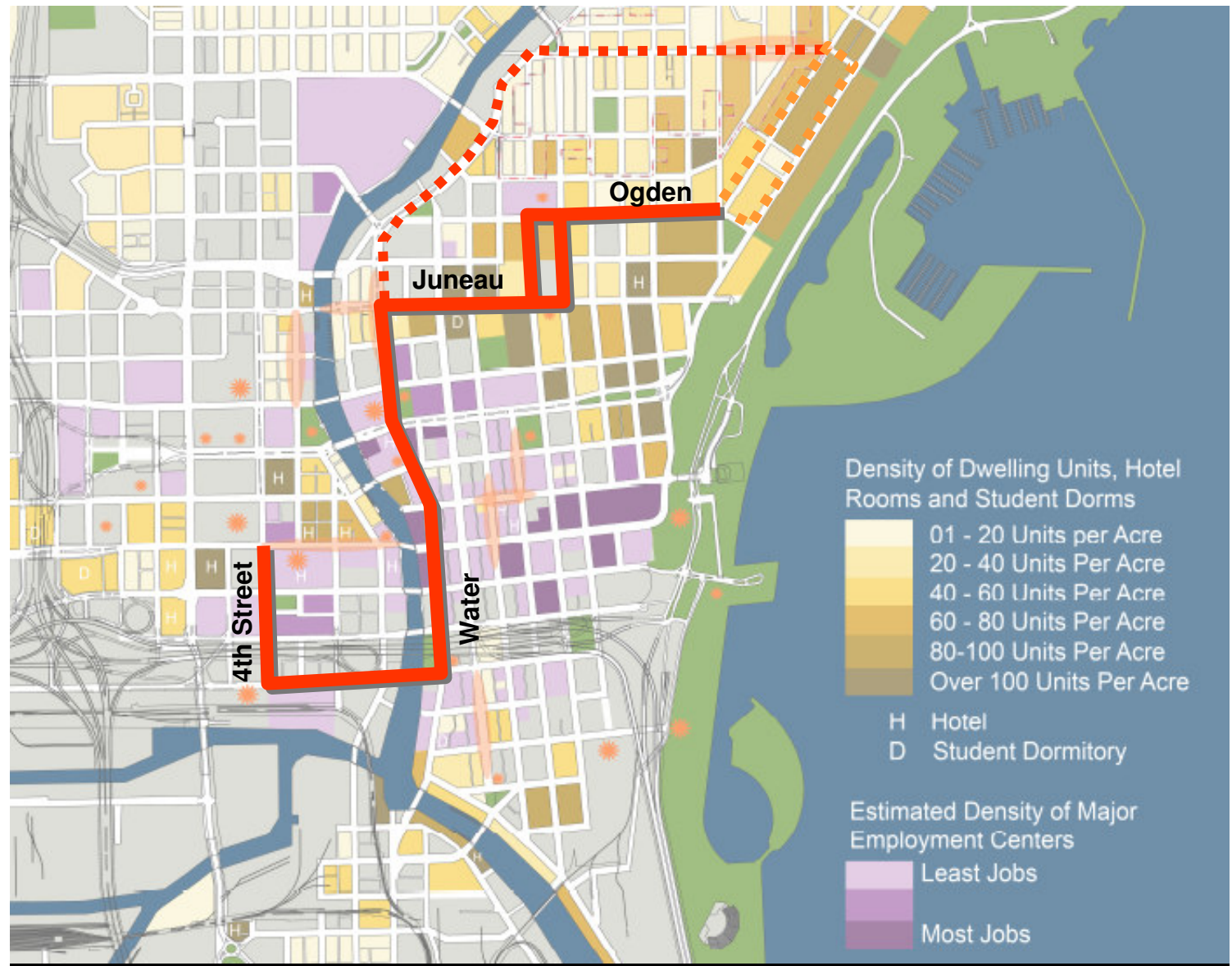


Streetcar Alignment #2

Ogden/Prospect to
4th/Wisconsin Route =
2.57 miles

■ ■ ■ = sub-option

■ ■ ■ = possible extension

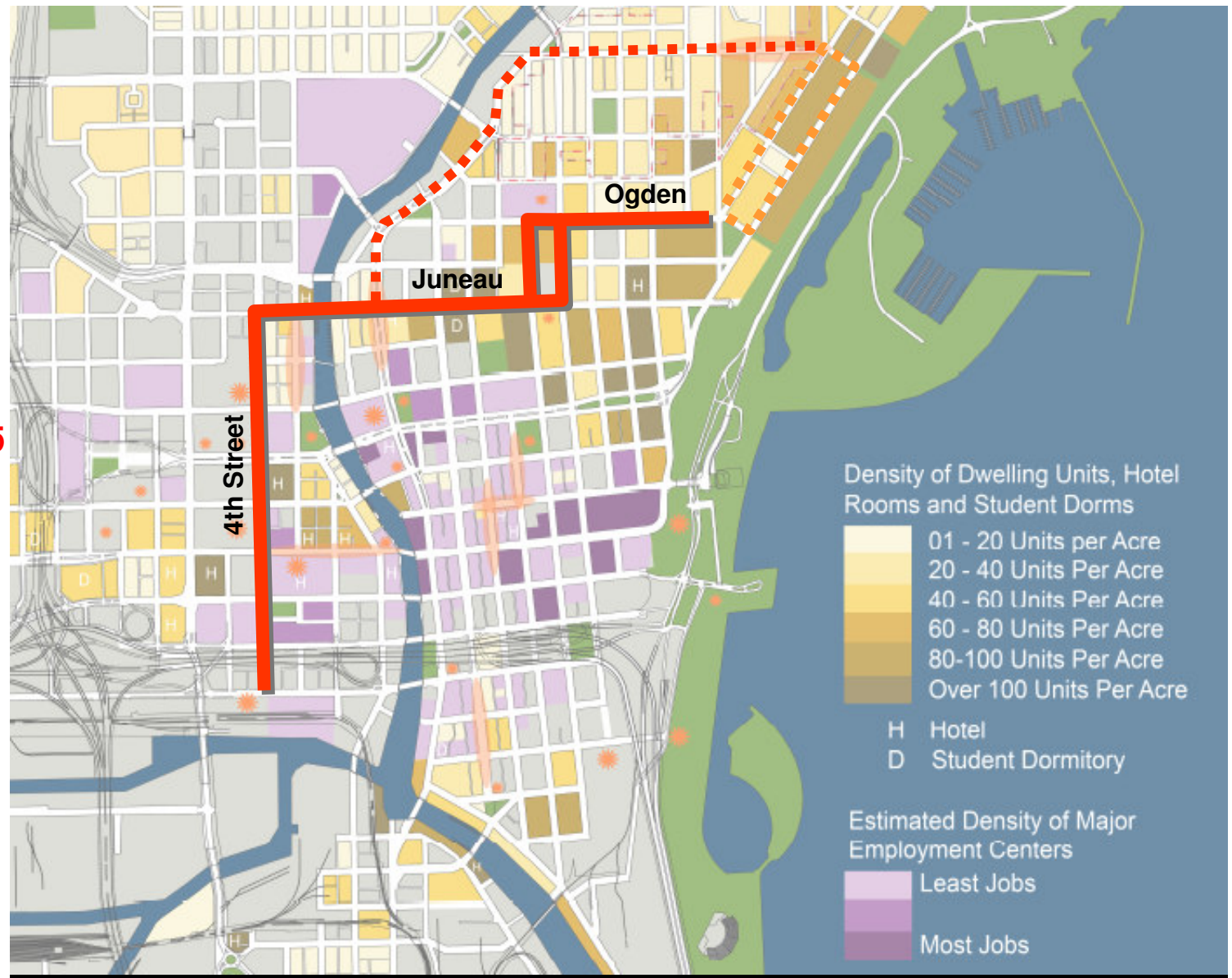


Streetcar Alignment #3

Ogden/Prospect to
Intermodal Route = 2.15
miles

■ ■ ■ = sub-option

■ ■ ■ = possible extension



Potential Future Extensions

West

- Marquette: 1.5 miles

Northwest

- The Brewery: 0.9 miles
- Bronzeville: 1.45 miles (adtn'l)
- Fondy/North: 1.1 miles (adtn'l)

North

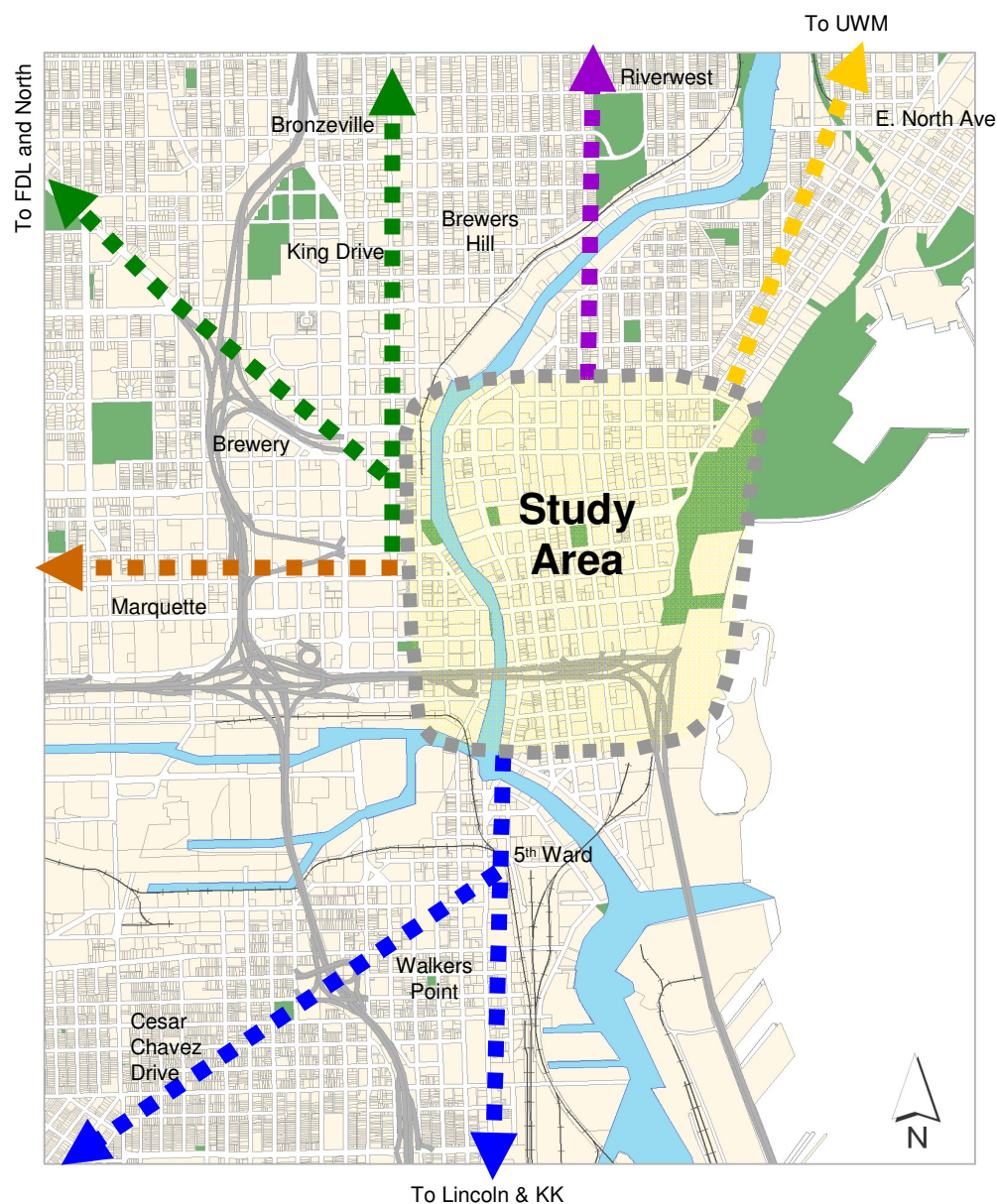
- Riverwest: 0.8 miles

Northeast

- North Avenue: 1.1 miles
- UWM: 1.2 miles (adtn'l)

South

- Greenfield: 1.35 miles
- Lincoln/KK: 1.1 miles (adtn'l)
- Cesar Chavez: 1.5 miles (adtn'l)



YOU ARE INVITED

Please attend a public information open house to review and comment on plans for a **DOWNTOWN STREETCAR**.

Thursday, October 8, 2009, 3–7 p.m.

**Zeidler Municipal Building, Broadway Entrance Lobby Area
841 N. Broadway, Milwaukee**

The location is wheelchair accessible. Sign language and foreign language interpretation will be made available upon request. Persons with special needs are asked to call (414) 299-9700 or e-mail meetings@milwaukeeconnector.com a minimum of 72 hours in advance so that appropriate arrangements may be made.

www.MilwaukeeConnector.com

